

# CW: Jane The Virgin



## OBJECTIVE:

CW wanted to drive buzz, engagement and tune-in for the premiere of their freshman series, *Jane The Virgin*.

## PERSPECTIVE:

*Jane The Virgin* provided our editorial team with a great jumping-off point for native content. Our goal with any native editorial campaign is to think “reader first” and provide editorial that they love to read. With such a unique show premise (*artificial insemination!?!),* we knew that incorporating it into our signature headlines & catchy editorial would definitely grab the attention of our readers and drive tune-in.

## HOW WE BROUGHT IT TO LIFE:

*Baby Swaps, Accidental Incest and Even DEAD Characters Coming Back to Life: The Craziest TV Show Plots of All Time* – who could resist reading an article with this headline? No one! And that’s why *Jane The Virgin* was the star of **Daily Mail** resulting in a the CW’s biggest season premiere ever– 1.6M viewers 18-49! We delivered massive scale across all our platforms with homepage & channel take-overs and custom native articles with irresistible headlines!

“**Daily Mail** truly understood the unique context of *Jane The Virgin* and created **COMPELLING & ENTERTAINING EDITORIAL CONTENT** that clearly resonated with their readers and **HELPED DRIVE** our **MOST-WATCHED MONDAY** in two years.”

– **Caty Burgess, CW Network**  
**Vice President of Media Strategies**





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Daily mail delivered **RESULTS** and *Jane The Virgin* premiered with huge success!



**3.8M**

UNIQUE VISITORS

**21M**

TOTAL IMPRESSIONS

**212K**

NATIVE ARTICLE VIEWS

**1½ MINS.**

NATIVE ARTICLE DWELL TIME

